

TRIBUNE EDITORIAL

FEB 15 1976

By JOE W. KNOWLAND

The Tribune has published articles relating to sexuality prevalent in our current society: pornography, massage parlors, sex seminars, prostitution and sex "therapists."

These articles in turn have resulted in reader complaints, stating that such articles are not newsworthy, let alone belonging in a family publication read in the home.

Risking redundancy, we herewith republish in part our editorial of last Aug. 6 following The Tribune's articles exposing the existence of illegal prostitution in Oakland:

"This would be one hell of a lousy newspaper if it gave only the nice and happy side of life—but failed to inform you of the things which may bring decay to a city if not brought to the public's attention.

"What's happened to The Trib?"

"At long last, we are telling it like it is. The problem is that some people don't like to read about the truth, or the evil or ugly or dangerous things that are happening around them.

"Their lives would be happier if they didn't know...or see... or hear...about them.

"We try to give you responsible, fair journalism—reporting to you the happenings of the world around you. If you don't like what you read about the world, don't kill the messenger...change the conditions which caused those happenings that upset you so much.

"That's what freedom of the press is all about! We report what's happening so that you—the public—can be informed, and in turn, either leave things as they are or change them through our democratic process of free speech and vote."

Now six months later we ask you, the readers: How many of you indignant readers wrote the Oakland City Council, the police chief or the mayor and voiced your opinions about the existence of prostitution which is still flourishing illegally and in the open on the streets of Oakland and San Francisco?

What's your opinion about the Bay Area film studios

Continued on Page 18, Col. 1

Answering Critics

Continued from Page 1

that make porno movies for viewing in your local theaters and motel rooms? Or the sex colonies which openly promote touch-and-tell sex seminars? The dial-a-massage dates in your homes? (We're telling you in print like it is!)

Some people have become either so uptight or so obsessed with sex they overlook the growing decay around them that erodes the very foundations of their own homes.

Sex is a God-given natural, warm, human, emotional response and it can be a beautiful experience. It is here to stay! Thank God!!

But the commercialized exploitation of it warps the very fibers of our communities. Here is where your wrath should be turned—not toward the news media which inform you about its existence.

More recently we reported the existence of so-called sex "therapists" operating in our Eastbay communities.

It was written in a journalistically professional and clinical style. We regret some found it offensive; but frank discussion of sexuality is prevalent nowadays, with many valuable and relevant implications for the mental health of everyone.

Publishing an article about the existence of some condition or event doesn't mean we either endorse or condone it. It merely means we deem it newsworthy enough to bring it to your attention so you can be informed in case *you* wish to do something about it.

Unfortunately, once again the negative reader reaction to such subjects clouded the main value of publishing the article in the first place.

Let us look at the facts surrounding The Tribune's sex therapist article:

therapist article.
Fact No. 1—The article informed The Tribune readers of the existence of such amateur “therapists” operating in our area.

Fact No. 2—The activities of such “therapists” are a growing problem and concern for medical and health-care organizations throughout the country, especially in California.

Fact No. 3—The California Legislature last April introduced a bill (the first such legislation in the nation) in an effort to deal with the situation. It's Senate Bill 1184.

Fact No. 4—The state Senate (on the very day we published the sex therapist article) voted 25 to 6 in support of the bill which would require such sex “therapists” to be licensed by a state agency after acquiring either a masters or doctoral degree in marriage counseling, social welfare or a behavioral science, such as sociology or psychology.

Fact No. 5—We, in the Eastbay, are represented by three state senators; Nicholas C. Petris, John Holmdahl and John Nejedly. Petris voted in favor of the bill. The other two Eastbay senators didn't even vote!!

Fact No. 6—We published the article exposing the existence of these “therapists” on page 41. The following day we published the story about the legislative action on the bill on page 1. The bill is now before the Assembly's Finance, Insurance and Commerce Committee, whose chairman is our Eastbay Assemblyman Alister McAlister.

Now some 16 days later we ask again: How many of you took the time to read **both** stories and then write your legislators?!

Try it, you'll like it! You will be amazed what effect you, the voting public, can have on your representatives who legislate laws affecting your communities and lives.

In fact, try writing your councilmen and supervisors as well as your legislators and congressmen if you wish to express an opinion regarding the conditions and events you are reading about.

If The Tribune, in turn, fails to inform you about those conditions and events, then write us!

In short, reporting the events of the day which result in news is our responsibility. Changing the conditions which result in those news events is your responsibility.

It's called *Democracy*. (Look it up in the dictionary.) Use it or lose it. The choice is yours!

Tribune Editorial

JUL - 3 1977

By JOSEPH W. KNOWLAND
Editor and Publisher

What does one write about upon the end of an era of one of America's few *independent* metropolitan newspapers whose history spans 103 years?

How does one effectively convey the deep emotions relating to the dissolution of a *family* business which, over the past 62 years, has been built with responsibility, integrity and most of all, just plain dedication, diligence and guts?

The termination of an independent voice rests heavily on the concerned libertarian heart of this editor, whose first journalistic love is "Liberty," as preserved by a free press.

The dissolution of a family institution rests heavily on the depressed hearts of this publisher and other family members who still bear with pride, and a continued sense of responsibility, the heritage we honor and seek to exemplify.

I pen this editorial in the memory of our distinguished forefathers, whose family name in the masthead has become synonymous with "Tribune," "Oakland" and "California."

On their and my behalf I offer my heart and gratitude to all those Tribune colleagues, business and civic associates, trusted family and friends whose loyalty and dedication have contributed immeasurably to the successful history of the Oakland Tribune and our family business.

As we conclude this era, I offer these positive words for The Tribune's future:

From the ashes of this historical family institution should grow an even stronger newspaper under the masthead of Combined Communications Corp., whose creative leadership, economic strength and sense of civic responsibility will undoubtedly benefit Oakland, the Bay Area in general, and the public in whose best interest The Tribune must continue to serve.

UEC 14 1975

J. W. Knowland

TRIBUNE EDITORIAL

Our Responsibility

During the past year we have changed The Tribune's format, makeup and journalistic style in an effort to provide you with a more entertainingly informative newspaper. However, looks and style are not enough. They are merely cosmetic.

We also have increased our news coverage, both in investigative and analytical reporting as well as general reporting in each of the numerous communities we serve. On the other hand, we should not be satisfied with merely printing news.

You may not always agree with The Tribune's editorial stands on the variety of issues which confront all of us each day. Nonetheless, we are endeavoring to report the news as it happens; fairly, accurately and, where applicable, in depth.

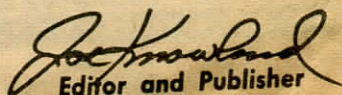
So, what else is new?

We must now dedicate ourselves to a higher purpose of journalistic responsibility if we are to effectively use and protect our constitutional right of Freedom of the Press while serving the needs and interests of the public at large, especially those of you, the reader.

To paraphrase Joseph Pulitzer, after whom the coveted national journalism award is named, The Tribune must always fight for progress and reform, and never tolerate injustice or corruption. Always fight demagogues of all parties and in all places of power. Always oppose public plunderers, yet never lack sympathy with the poor or oppressed. Always remain devoted to the public welfare.

These journalistic concepts form the foundation of a "Code of Journalistic Standards" which we shall publish periodically as a reminder of The Tribune's objectives and responsibilities.

In this way, you, the reader, can better judge our performance, and comment thereon.


Editor and Publisher

EDITORIAL

MAR 10 1974

As editor, I have issued a policy directive to The Tribune nullifying the SLA demand to The Tribune and other media to publish SLA communications in their "exact form, not omitting any area."

The SLA, the other media, the Hearst family and some of the reading public may ask why. The following is my answer:

A Free Press is the keystone of all of your other basic freedoms granted by God and preserved and protected by our Constitution.

The SLA's extortion, placing tyrannical demands on the Hearst family, the public and the media alike, seeks to enslave us all...the public as well as the press.

The "power of the press" and the "Freedom of the Press" carry with them "Responsibility." One of the primary responsibilities of the press is to PROTECT your remaining freedoms from any and all tyrants, be they governmental agencies, foreign powers or revolutionary organizations.

To Miss Patty Hearst, I say: If you are indeed alive, and are held captive, may God bless you and protect you.

To the Hearst family I say: May God give you the strength to survive this ordeal, and our prayers, hopes and empathies are with you.

To my colleagues in the news media, I say: NOW is the time to protect our country's freedoms, not "tomorrow"; for if not "now," there will be no "free tomorrows."

To the SLA I quote Thomas Jefferson, who 174 years ago said it far more succinctly than I could: "I have sworn upon the altar of God eternal hostility against every form of tyranny over the mind of man."

Joseph W. Knowland
Editor and Publisher